

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image*, harga, kualitas produk dan promosi terhadap keputusan pembelian mobil Datsun di Surabaya. Populasi dari penelitian ini adalah konsumen yang telah membeli mobil Datsun di Surabaya. Teknik pengambilan sampel penelitian ini menggunakan *accidental sampling*, siapa saja yang secara kebetulan bertemu dengan peneliti dapat digunakan sebagai sampel. Penentuan jumlah sampel menggunakan rumus *unknown population* dan didapatkan hasil 100 responden.

Teknik analisis data dilakukan menggunakan regresi linier berganda dengan menggunakan program SPSS versi 23.0. Penelitian ini menunjukkan bahwa: *brand image*, harga, kualitas produk dan promosi berpengaruh positif signifikan terhadap keputusan pembelian mobil Datsun di Surabaya. Selanjutnya variabel independent yang paling dominan adalah *brand image* dengan hasil 47,34%.

Brand Image, Harga, Kualitas Produk dan Promosi mempengaruhi keputusan pembelian sebesar 65,2% dan sisanya sebesar 34,8% dipengaruhi oleh faktor lain. Hasil analisis ini menunjukan bahwa *brand image*, harga, kualitas produk dan promosi mempunyai pengaruh yang signifikan terhadap keputusan pembelian.

Kata kunci : *brand image*, harga, kualitas produk, promosi, keputusan pembelian.

ABSTRACT

This research is aimed to the influence of brand image, price, product quality and promotion to the purchasing decision of Datsun automobile in Surabaya. The population is all customers who have ever purchased Datsun automobile in Surabaya. The sample collection technique has been conducted by using accidental sampling and the customers who have accidentally met the researcher can be used as samples. The numbers of samples have been determined by using unknown population formula and 100 people have been obtained as respondents.

The data analysis technique has been carried out by using multiple linear regressions with program SPSS 23.0 version. This research shows that brand image, price, product quality and promotion give positive and significant influence to the purchasing decision of Datsun automobile in Surabaya. Furthermore the independent variables which have dominant influence is brand image is 47.34%.

Brand image, price, product quality and promotion give influence to the purchasing decision is 65.2% and the remaining is 34.8% have been influenced by other factors. The result of analysis shows that brand image, price, product quality and promotion give significant influence to the purchasing decision.

Keywords: Brand image, price, product, promotion, purchasing decision.